RON AÑEJO VEROES

J-31355868-0

INTERNATIONAL PORTFOLIO 2026

Export Catalogue

DESTILERÍA VEROES, C.A.

WWW.DESTILERIAVEROES.COM

CONTROLLED DESIGNATION OF ORIGIN · RUM OF VENEZUELA

THE HOUSE

Rum-making mastery, Venezuelan passion and a legacy of experience

In the heart of Venezuela, where the sun kisses the land and the sea touches the coast, a rum is born that captures the very essence of its land.

We make rums that meet the highest quality standards and proudly carry the **Controlled Designation of Origin** that distinguishes the world's finest rums.

With our own distillery we produce our own raw material — 96-degree anhydrous alcohol — something very few Venezuelan rum houses can do.



Destilería San Javier — Municipio Veroes, Estado Yaracuy

1975	96°	9	D.O.C.
DESTILERÍA SAN JAVIER	OWN ANHYDROUS ALCOHOL	INTERNATIONAL AWARDS	RUM OF VENEZUELA

1975 · YARACUY STATE, VENEZUELA

Destilería San Javier

Founded in 1975 in Yaracuy state, it has produced high-quality alcohols since its beginnings. Through its history it has evolved and grown while keeping its commitment to tradition and quality, and it has been an important engine for the development of the region.









Carlos Méndez, master blender at Destilería Veroes

LEGACY

A legacy of master blending

Don Enrique Méndez, with more than 55 years of experience in the rum industry, began a legacy of mastery handed down through generations. With his deep knowledge he formulated the first Ron Veroes, a milestone in the distillery's history.

His son **Carlos Méndez** grew up surrounded by the aroma of sugar cane and the art of rum making. An internationally recognised master blender, he continued the family tradition, creating the Ron Añejo Veroes formulations that have won palates around the world.

THE TRAVELLING RUM

The components of Ron Añejo Veroes cross the country: molasses comes from the plains, ageing takes place in two regions — the Yaracuy cellars and the eastern coastal cellars in Sucre — and final bottling is done in Maturín. From that journey come its two essences: the dryness of the plains and the salinity of the sea.



International awards

YEAR	DISTINCTION	COMPETITION
2018	**Best Rum in the World in its category**	International Rum Conference — Madrid
2017	**Best Rum in the World in its category**	International Rum Conference — Madrid
2016	**Best Rum in the World in its category**	International Rum Conference — Madrid
2015	**Best Rum in the World in its category**	International Rum Conference — Madrid
2014	**Best Rum in the World in its category**	International Rum Conference — Madrid
2014	**Rum XP Gold**	International Rum Conference — Miami
2013	**Best Rum in the World in its category**	International Rum Conference — Madrid
2013	**Rum XP Gold**	International Rum Conference — Miami
2012	**Best Rum in the World in its category**	International Rum Conference — Madrid

D.O.C. RUM OF VENEZUELA

All distinctions correspond to **Veroes Ron Añejo**. The International Rum Conference in Madrid is the sector's benchmark tasting: rums from around the world compete, judged blind by a panel of master blenders.



D.O.C.

Controlled Designation of Origin Ron de Venezuela

The **D.O.C. Rum of Venezuela** seal guarantees that the rum was produced in Venezuela under rigorous standards, with local ingredients and matured in oak barrels. It is a recognition of the tradition and quality of Venezuelan rum. In our portfolio it is carried by **Veroes Solera Premium** and **Veroes Ron Añejo**.



PRODUCT	PRESENTATION	ABV	BTL./CASE	CASE WT.	CASES/CONTAINER
Veroes Solera Premium	Glass 0.70 L — proprietary mould	40%	6	7,1 kg	2,400 cases / 40' container
Veroes Ron Añejo	Glass 0.70 L — proprietary mould	40%	6	7,1 kg	2,200 cases / 20' container
Ron Veroes	Glass 0.70 L — proprietary mould	35%	6	7,1 kg	2,200 cases / 20' container
	Glass 1 L — generic mould	35%	12	≈ 20 kg	1,536 cases / 40' container
Ron Veroes Blanco	Glass 0.70 L — proprietary mould	35%	6	7,1 kg	2,200 cases / 20' container
	Glass 1 L — generic mould	35%	12	≈ 20 kg	1,536 cases / 40' container
El Fuerte Licor Seco de Ron	PET 1.2 L — proprietary mould	30%	12	16 kg	1,800 cases / 40' container
	PET 1 L	30%	12	14 kg	2,000 cases / 40' container
	Glass 1 L	30%	12	≈ 20 kg	To be confirmed
El Fuerte Aguardiente	PET 1.2 L — proprietary mould	40%	12	16 kg	1,800 cases / 40' container
	Glass 1 L	40%	12	≈ 20 kg	To be confirmed

Weights refer to the closed case. Container capacity is indicative and is confirmed on the proforma invoice according to the load mix.

RON AÑEJO VEROES

J-31355868-0

Veroes Line

Branded rums, aged in American white oak in two regions of Venezuela. This is the line we open markets and build image with.

Veroes Solera Premium	EXTRA AGED RUM · 40%
Veroes Ron Añejo	AGED RUM · 40%
Ron Veroes	RUM · 35%
Ron Veroes Blanco	WHITE RUM · 35%

@RONVEROES · #VIVEVEROES



EXTRA AGED RUM · EXTRA PREMIUM CATEGORY

Veroes Solera Premium

D.O.C. RUM OF VENEZUELA | 40% VOL. (40° G.L.)

The house's pinnacle. A rum built on a base of eight-year-old rums.

An extra aged rum built on a base of 8-year-old rums matured in ex-bourbon American white oak barrels, with no replenishment of evaporation losses. For the demanding palate that looks for the true taste of the Caribbean, with character and personality.

COLOUR	Dark coppery with bright glints, from long years in contact with the barrel and macerations in American white oak. A completely natural color, with no additives.
AROMA	Pronounced oak character from ageing in American white oak, with a subtle underlying sweetness.
PALATE	Balanced: the dryness of the Yaracuy plains, the salinity of the Sucre coast and the sweetness characteristic of Venezuelan rums. Smooth and full-bodied over oak and dried-fruit notes.

AT A GLANCE

Alcohol content	**40% Vol. (40° G.L.)**
Ageing	**Built on 8-year-old rums**
Presentation	**Glass 0.70 L — proprietary mould**
Bottles per case	**6 · 7,1 kg**
Cases per container	**2,400 cases / 40' container**



AGED RUM · STANDARD CATEGORY

Veroes Ron Añejo

D.O.C. RUM OF VENEZUELA | AWARD-WINNING | 40% VOL. (40° G.L.)

The house's awarded rum. Nine international distinctions between 2012 and 2018.

A blend of rums aged up to 4 years in American white oak barrels, with no replenishment of evaporation losses. The so-called 'travelling rum': its components cross the country, from plains molasses to ageing between Yaracuy and the Sucre coast.

COLOUR	Bright gold, achieved through slow, prolonged contact with the oak barrel.
AROMA	Reflects contact with the wood, harmonised with the microclimate of the ageing cellars.
PALATE	Smooth, with a well-balanced body. Oak notes lead and linger on the palate, alongside dried fruit and vanilla.

AT A GLANCE

Alcohol content	**40% Vol. (40° G.L.)**
Ageing	**Up to 4 years**
Presentation	**Glass 0.70 L — proprietary mould**
Bottles per case	**6 · 7,1 kg**
Cases per container	**2,200 cases / 20' container**



RUM · STANDARD CATEGORY

Ron Veroes

35% VOL. (35° G.L.)

The house's mixing rum: made for cocktails and long drinks.

A blend of aged rums and macerations in ex-bourbon American white oak barrels, up to 2 years, with no replenishment of evaporation losses.

COLOUR	Amber, obtained from ageing and macerations in ex-bourbon American white oak.
AROMA	The oak character typical of our rums, with sweet touches of caramel and vanilla.
PALATE	Oak, dried fruit, vanilla and caramel come through. Ideal for cocktails and for mixing with tropical fruit juices.

AT A GLANCE

Alcohol content	**35% Vol. (35° G.L.)**
Ageing	**Up to 2 years**
Presentation	**Glass 0.70 L — proprietary mould**
Bottles per case	**6 · 7,1 kg**
Cases per container	**2,200 cases / 20' container**
Other formats	**Glass 1 L — generic mould**



WHITE RUM · STANDARD CATEGORY

Ron Veroes Blanco

35% VOL. (35° G.L.)

Aged, then filtered: a clean colour without losing the barrel's character.

Aged rums of up to 2 years filtered through activated carbon, a process that removes colour without stripping aroma or flavour.

COLOUR	Clear, the result of activated-carbon filtration.
AROMA	Oak from ex-bourbon American barrels dominates, with toasted touches and a caramel finish.
PALATE	The woody character of the ex-bourbon barrel, with touches of vanilla, caramel and dried fruit.

AT A GLANCE

Alcohol content	**35% Vol. (35° G.L.)**
Ageing	**Up to 2 years**
Presentation	**Glass 0.70 L — proprietary mould**
Bottles per case	**6 · 7,1 kg**
Cases per container	**2,200 cases / 20' container**
Other formats	**Glass 1 L — generic mould**

RON AÑEJO VEROES

J-31355868-0

El Fuerte Line

Our volume line. Formulated for markets where price per litre decides the purchase, yet made with the same high-purity alcohols from Destilería San Javier. The 1,200 ml format competes against the category's litre at the same shelf price.

El Fuerte Licor Seco de Ron	RUM LIQUEUR · 30%
El Fuerte Aguardiente	CANE SPIRIT · 40%

@RONVEROES · #VIVEVEROES



RUM LIQUEUR · VOLUME LINE

El Fuerte

Licor Seco de Ron

30% VOL. (30° G.L.)

1,200 ml at the price of a competitor's litre. The portfolio's rotation lever.

Rum liqueur with macerations in American white oak barrels, sugar and caramel. Made with 5% alcohols aged 3 years in American white oak and high-purity alcohols from our own distillery.

COLOUR	Golden, from the oak maceration in its formulation and subtle caramel touches.
AROMA	Oak and caramel sweetness.
PALATE	Smooth, with oak and caramel notes.

AT A GLANCE

Alcohol content	**30% Vol. (30° G.L.)**
Ageing	**5% alcohols aged 3 years**
Presentation	**PET 1.2 L — proprietary mould**
Bottles per case	**12 · 16 kg**
Cases per container	**1,800 cases / 40' container**
Other formats	**PET 1 L · Glass 1 L**



CANE SPIRIT · VOLUME LINE

El Fuerte
Aguardiente

40% VOL. (40° G.L.)

Cane alcohol from our own distillery. Neutral, clean and high-rotation.

Cane spirit made with high-quality-standard cane alcohols produced at Destilería San Javier. A 100% Venezuelan product.

COLOUR	Clear, free of haze or sediment.
AROMA	Neutral, with sweet touches.
PALATE	Largely neutral, with sweet touches that round out the drink.

AT A GLANCE

Alcohol content	**40% Vol. (40° G.L.)**
Ageing	**Unaged**
Presentation	**PET 1.2 L — proprietary mould**
Bottles per case	**12 · 16 kg**
Cases per container	**1,800 cases / 40' container**
Other formats	**Glass 1 L**

Export terms

We work with two models: sale of our own Veroes and El Fuerte brands, and private-label contract bottling developed for the importer on our volume line. In both cases production, ageing and bottling take place entirely in Venezuela.

Incoterms	EXW · FOB Venezuelan port. CIF quoted on request.
Port of departure	Puerto Cabello / La Guaira, Venezuela.
Load unit	20' and 40' containers. Effective capacity is set by weight, not volume.
Labelling	Country-specific labelling to order, adapted to destination-market regulations.
Private label	Contract bottling and importer-owned brand development on our volume line.
Payment	USD and USDT. International bank transfer.
Documentation	Commercial invoice, packing list, certificate of origin, certificate of analysis and technical data sheet per SKU.

RON AÑEJO VEROES

J-31355868-0

Contact

Write to us stating your market, estimated volume and format of interest. We reply with price structure, availability and a labelling plan.

Daniel Molina

Commercial & Export Director

dmolina@destileriaveroes.com

+58 424 237 9964

www.destileriaveroes.com

@RONVEROES · #VIVEVEROES

Destilería Veroes, C.A. · RIF J-31355868-0

Calle Terepaima y Tamanaco, Edif. Terepaima, PB, Urb. El Llanito, Caracas (Petare), Edo. Miranda 1070, Venezuela

Destilería San Javier — Estado Yaracuy, Venezuela (1975)